RJ REYNOLDS
TOBACCO COMPANY

(COPY)

S. R. MacLEOD
Region Operations Mgr

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July 24, 1997

RJR Account #094931
Mr. E. Bush
MID-VALLEY CANDY

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Ed:

WINSTON regular product has been ordered (see quantities listed below), as well as 29 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11012	Full Flavor	12M	1
12300-11212	Full Flavor Box	12M	1

Product / Premium Arrival:	August 11, 1997
Ship Date to Retail:	Week of: August 25, 1997
SKU CUBE:	1.7150
SKU WT (w/o Product):	6.6200 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Full Price Cartons
EFT $ Amount:	$1,418.34
Non-EFT $ Amount:	$N/A

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> **Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.
>
> *SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $56.00 (2 case(s) @ $28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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